

MINUTES
of the
SANTA BARBARA METROPOLITAN TRANSIT DISTRICT
BOARD OF DIRECTORS MEETING

DATE: August 17, 2004

PLACE: 550 Olive Street, Santa Barbara, CA 93101

MEMBERS PRESENT: Chair John Britton, Vice Chair Olivia Rodriguez, Secretary Brian Fahnestock, Director Lee Moldaver, and General Manager Sherrie Fisher

Members Absent: All present except Dave Davis

OTHERS PRESENT: Steve Maas (Planning), Lynnette Coverly (Marketing), Jerry Estrada (Controller/Assist. Gen. Mgr.), Browning Allen (SB City), Steve Musick, Rachel Grossman (Planning), David Damiano (Community Relations Mgr.), Dr. Dan Secord, Bob Westwick (Easy Lift)

- 1. Call to Order**
Chair John Britton called the meeting to order at 8:30am
- 2. Roll Call of the Board of Directors**
Chair Britton noted that all Board members were present with the exception of Dave Davis.
- 3. Report Regarding Posting of Agenda**
Assistant GM, Jerry Estrada, reported that the agenda for this meeting was posted at the MTD administrative headquarters and on the MTD Website last week and mailed to media of general circulation.
- 4. Approval of Prior Minutes**
Director Rodriguez moved to waive the reading of, and approve the minutes of August 3, 2004. Director Fahnestock seconded the motion.

Mr. Musick brought a point of order; he would like to amend August 3, 2004 minutes to clarify his remarks made as the Board prepared to go into closed session. He will write the comments down that he felt were insufficient and forward them to the Board Clerk by Wednesday August 25, 2004.

Motion postponed
- 5. Cash Report**
The Board was asked to approve the cash report from July 27 through August 9, 2004.

Director Moldaver moved to accept the cash report, Director Rodriguez seconded, motion passed unanimously.

Director Moldaver asked if the Finance Committee was still periodically reviewing the cash report with the Controller. Chair Britton confirmed the Finance Committee is doing so.

6. Public Comment

7. Easy Lift

Bob Westwick (Easy Lift Executive Director) spoke specifically to “Dial-a-Ride” service. In the past year they have been able to meet 100% of the demand for dial-a-ride next day service. They have the potential to receive 4 new vehicles through the FTA due to high scores from SBCAG and confirmation from the California Transportation Commission. Delivery is hopeful in the next twelve months.

Aside from rising costs of Workers Compensation and fuel a balanced budget was presented to the Easy Lift Board.

Director Fahnestock asked what percentage of MTD business is given to Easy Lift; Mr. Westwick responded that is approximately 12%, and that is Dial-a-Ride is two thirds the total ridership of Easy Lift.

Director Moldaver expressed that he was impressed with Bob Westwick’s assumption of the role as Director and in filling the shoes of Tom Roberts.

Mr. Westwick extended an invitation to the 25th anniversary of Easy Lift. They too will celebrate their 1 millionth rider.

Director Moldaver suggested Easy Lift attend the SB City council and in so doing be able to showcase the many things Easy Lift has accomplished.

General Manager Fisher states how impressed she is with the 100% zero missed trips.

8. Fiscal Year 03-04 Financial and Service Update

General Manager Fisher introduced Steve Maas. Mr. Maas stated little change in ridership from FY03 to FY04. Some exceptions were 1) a substantial decline in our transfer use, due to 30-day pass and change in transfer policy. 2) An increase of nearly 79,000 trips per year by the elderly and passengers with disabilities. System wide ridership was virtually unchanged. Route changes will be discussed at a later Board meeting.

Director Fahnestock raised some questions related to number of ‘free’ fare riders, and Steve explained the different criteria. Mr. Fahnestock said he would like to see the breakdown of ridership by fare category, and feels that that would be very helpful in analyzing ridership trends.

Director Fahnestock then asked of GM Fisher, do we have as an agency a goal for ridership levels? Ms. Fisher said not a set of goals related number of trips but we do have goals related to farebox return.

Mr. Estrada took the floor to briefly explain the financial picture. We are currently undergoing a yearly financial audit to be complete early September. Hopefully by the end of September early October both finance and planning will be able to present comprehensive reports for FY04 providing accurate data and trends. A brief overview of FY03-04; the major accomplishments were the acquisition of vehicles, capital projects for Maintenance and Planning software.

Mr. Estrada gave credit to Mr. Hahn (Materials Manager) in reducing old inventory and managing the numerous types of vehicle MTD has in it's fleet.

Director Moldaver gave Mr. Estrada commendation for his efforts and confirmed that these financial documents are released to the City. He asked too if the 8 key-performance indicators requested by Dr. Secord would be met. Mr. Estrada said yes, in the comprehensive report at the end of September early October.

Director Britton questioned the status of the 'out-of-date' buses, and whether they will affect our budget. Mr. Estrada assured the board this would have no affect on the budget.

GM Fisher assured the Board that all information with the exception of "Closed Session" that goes out to the board goes out also to all scheduled recipients. Second note; we have one Villager and the Stingray that have gone to California State University @ Channel Islands.

Director Fahnestock requested a Financial Committee meeting sometime prior to the next Board Meeting. Secondly try to come up with a simplified financial report.

Steve Musick requested time to speak and he spoke about numbers of passengers and extrapolated on said numbers to emphasize the need for public transportation.

9. General Manger's Report

- a. AB1320 Dutra update: Mr. Damiano (Information Officer), gave some explanation of the Assembly Bill noting that only 5 criteria be met as opposed to previously needing to meet 13 criteria.
- b. Fiesta Kruzer: Ms. Fisher explained how that the Fiesta Kruzer was new this year even though MTD has always placed extra buses into service over the week of Fiesta to alleviate traffic. She then asked Mr. Damiano to speak about this years "Fiesta Kruzer".

Mr. Damiano described the low cost to MTD and the high press coverage we received in the News Press. Radio KRUZ also provided lots of exposure to the service.

Director Rodriguez asked if service can be extended around town, Mr. Damiano explained that it was aimed at the number of Fiesta events in the downtown area and designed to move people between said events.

Director Fahnestock said he felt it was a great idea. But he was curious if it was financially successful? Secondly, can this type service be expanded to other events throughout the year? Mr. Estrada stated the Fiesta Kruzer did not perform as well our regular service routes; it was successful in promoting MTD if nothing else. Ms. Fisher explained to that extra booster service provided on July 4th costs MTD more than is recouped but hopefully we are introducing people to bus service and with any luck we will gain some new ridership.

- c. Line DWE & #22 extension: General Manager Fisher described some changes to the Downtown Waterfront Electric shuttle of moving some slow hours of service to higher traveled weekend hours, with both MTD staff and City staff working out the particulars.

The Line #22 Sherrie said was extended to SB Botanic Gardens during the summer and has been at least moderately successful. There is no expense to MTD when we don't go up there and only fuel costs when we do make the trip.

- d. Dr. Secord (SB City) posed interest in having the Waterfront and harbor area be better served by a re-routing of the DWE. Ms. Fisher explained that to do so it would mean greater headways for the lines affected. Discussion ensued by a number of people present on how to get more people into the harbor area.

- e. Other business

Ms. Fisher has spoken with Jim Kemp and he intends to place these projects into three separate categories.

- 1) Santa Ynez will be placed with the Santa Ynez buses.
- 2) The TC project will be placed into a separate project of its own.
- 3) SCTP placed in Villager replacement project.

Director Moldaver said he and Dave Davis were present to hear Ms. Fisher make an excellent presentation to City Council last week. 1) He said it might be good to set up a workshop between our Board, Staff and City Council. To kick around ideas such as amplifying service to the Harbor, commuter rail service, renewal for the DWE, prioritize the SCTP, how to work together on Measure D. 2) The national APTA Fall conference is scheduled in October; maybe director Fahnestock and GM Fisher could go and wave the MTD flag. 3) UC Riverside (Friday August 13, 2004) covered topics related to the Governor's Comprehensive Performance Review.

10. Closed Session

Postponed

11. Other Business and Committee Reports

Chair Britton, Finance Committee met, nothing to report.

Director Rodriguez, Labor Negotiators met, nothing to report.

Director Moldaver asked if the Property Committee met on Calle Real or Overpass? Ms. Fisher said no we have not, but should do so soon.

Director Fahnestock asked if we could rearrange the speaker area to a seated desk area as opposed to standing at a lectern.

Chair Britton pointed out that Sherrie was highlighted on the radio with Baron Ron Herron's show.

Mr. Musick asked how he will be given time to speak as promised by Director Davis. Director Moldaver asked that Mr. Musick prepare his points of interest on paper prior to a Board meeting so that the Board can have a chance to look it over prior to the August 30th Board meeting.

Director Fahnestock asked Mr. Musick what it is he wants, and reiterated that Mr. Musick present his points of interest in written form prior to the August 30th Board meeting.

Chair Britton requested that Mr. Musick present his intentions in written form other than a letter. You have submitted a couple of lengthy letters and it is difficult to go into them and pick out your points, please itemized your points to cover.

12. Adjournment

10:27 am, Director Rodriguez made a motion to adjourn, Director Moldaver 2nd, motion passed.

Approved by Board of Directors on August 31, 2004

Brian Fahnestock, Secretary of the Board